



جامعة عجمان
AJMAN UNIVERSITY

MET
Bhujbal Knowledge City

MET INSTITUTE OF MANAGEMENT

**8TH TWO DAYS INTERNATIONAL RESEARCH CONFERENCE
ON
“ENTREPRENEURSHIP AND INNOVATION”
4TH & 5TH APRIL 2025**



CHAIR

Dr. Swati Lodha

Director, MET Institute of Management

CO-CHAIR

Prof. Gerard Prendergast

Dean of College of Business Administration, Ajman University

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Venue
Bhujbal Knowledge City
Bandra Reclamation
Bandra (W), Mumbai-50

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● About The Conference

The MET Institute of Management, in collaboration with the co-organizer, College of Business Administration, Ajman University is proud to host the Two-Day International Research Conference on “Entrepreneurship and Innovation” on 4th and 5th April 2025. Entrepreneurship and innovation are the twin engines driving the transformation of economies and societies across the world, and India is no exception. With its rapidly evolving startup ecosystem and a culture of innovation, India is carving out a significant place on the global stage. From groundbreaking technologies and creative business models to grassroot-level innovations that address pressing socio-economic challenges, the Indian entrepreneurial landscape reflects resilience, diversity, and ambition.

Entrepreneurship in India today is not just limited to business creation; it represents a shift towards fostering economic independence, creating employment opportunities, and enhancing community development. Similarly, innovation is no longer confined to technology hubs – it is now embedded in sectors like agriculture, healthcare, education, manufacturing, and sustainability, transforming lives and driving inclusive growth.

This conference seeks to highlight the critical role of entrepreneurship and innovation in addressing key challenges like poverty, inequality, and sustainability, while exploring their potential to create new markets and redefine traditional industries. It aims to celebrate India’s entrepreneurial achievements and its growing role as a global innovation leader.

Participants will explore:

- How Indian entrepreneurs are solving local and global challenges through innovative solutions.
- The intersection of traditional knowledge and cutting-edge technology in fostering innovation.
- The significance of fostering a culture of creativity and entrepreneurship at all levels, from grassroots to global enterprises.

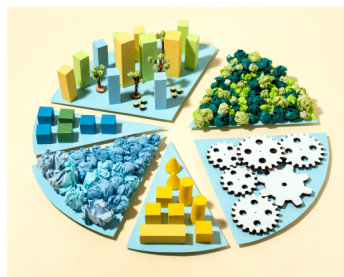
India's entrepreneurial journey is a story of ambition, ingenuity, and resilience. This conference will shed a light on this journey, offering perspectives on how innovation and entrepreneurship can continue to drive sustainable economic growth and global impact.



● Conference Themes

Entrepreneurship Ecosystem Development

- Role of government policies and initiatives (Startup India, Make in India, Atmanirbhar Bharat).
- Impact of venture capital, angel investors, and crowd funding on startup growth.
- Entrepreneurial ecosystems in urban vs. rural India.
- Social entrepreneurship and its role in addressing societal challenges.
- Challenges faced by women entrepreneurs in India.



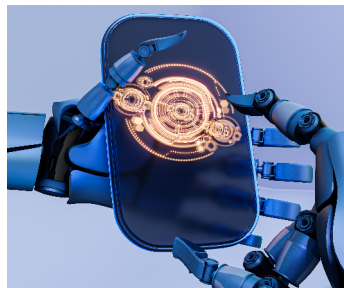
Innovation for Sustainable Development

- Role of innovation in achieving UN Sustainable Development Goals (SDGs).
- Clean energy, green technology, and climate-focused entrepreneurship.
- Innovations in water conservation and agriculture.
- Affordable healthcare solutions through innovative technologies.
- Circular economy and waste management innovations.



Technology-Driven Entrepreneurship

- Artificial Intelligence (AI), Machine Learning (ML), and their impact on startups.
- Blockchain, IoT, and FinTech innovations in India.
- Role of digital platforms in scaling small and medium enterprises (SMEs).
- EdTech, AgriTech, and HealthTech startups: Trends and success stories.
- Cybersecurity challenges for technology-driven enterprises.



Inclusive Innovation and Entrepreneurship

- Role of startups in bridging the rural-urban divide.
- Grassroots innovations for socio-economic development.
- Empowering marginalized communities through entrepreneurship.
- Localized innovation: Traditional wisdom meeting modern business models.
- Cooperative & community-based entrepreneurship models.



● Conference Themes

Globalization of Indian Startups

- Scaling Indian startups to global markets.
- Cross-border collaborations and international partnerships.
- Challenges in globalizing indigenous innovations.
- Cultural adaptability and market-specific innovation.
- India's role in the global startup ecosystem.



Education and Skill Development for Entrepreneurship

- Role of business schools and academic institutions in nurturing entrepreneurs.
- Importance of entrepreneurial mindset and soft skills.
- Skill-building initiatives for aspiring entrepreneurs.
- Internship and mentoring programs for fostering innovation.
- Use of gamification and experiential learning in entrepreneurship education.



Emerging Trends in Entrepreneurship and Innovation

- Green and sustainable entrepreneurship.
- Creative industries and cultural entrepreneurship.
- Gig economy and its impact on entrepreneurial ventures.
- Disruptive innovations and their role in reshaping traditional industries.
- Role of digital nomadism and remote work in entrepreneurship.
- Policy frameworks and legal challenges for emerging business models.
- Ethics and governance in innovation-led enterprises.



● About MET Institute of Management (NBA Accredited):

MET Institute of Management is a three decades old institute and ranked 12th amongst Top 20 West B-School, and 17th Top Pvt. B-School All India by the Times B-School Survey 2025. MET IOM's Internal Quality Assurance Cell (IQAC) aims at creating a system for taking deliberate, consistent, and catalytic action to improve academic and administrative performance. Academic and scholastic rigor are finely woven into application oriented skill sets, developing industry-ready management professionals, which position the MBA students to hit the ground running as they face the challenges of the marketplace and society.

● **About College of Business Administration, Ajman University**

Established in 1988 as the first private university in the GCC, Ajman University (AU) continues to be a pioneer institution of higher education for inclusion, innovation, and social impact. As AU continues its impressive rise in global rankings, the College of Business Administration (CBA) is also advancing, taking its programs to new heights of excellence. The commitment to continuous improvement has been recognized through AACSB accreditation – an achievement that reflects the dedication to delivering world-class business education. At a time when business schools worldwide are being challenged to demonstrate their relevance, AU CBA remains at the forefront, offering experiential and socially conscious education in a diverse, inclusive, and connected environment. With a strong emphasis on career success and holistic development, CBA equips graduates with resilience, agility, skills, and social responsibility, preparing them for an ever-changing world. CBA offers diverse programs, including undergraduate degrees in management, accounting, finance, and marketing and graduate degrees such as the Master of Business Administration (MBA) and the Doctor of Business Administration (DBA). The college maintains high academic standards through affiliations with and accreditations from global institutions like the CFA, ACCA, CPA Australia, CIMA, and DMI. CBA emphasizes experiential learning, ethical leadership, and global exposure, preparing students to thrive in the dynamic business world.

● **Who should attend and participate?**

The ultimate aim of this conference is to encourage leading corporates, researchers from government and public organizations, non-profit organizations, industry practitioners', academicians, scholars, masters and undergraduate students to examine managerial implications and interdisciplinary approach. The post graduate students can also participate to excel their research skills.

● **Registration Fees**

Academician/Practitioners	₹ 1200/-
Students/Research Scholars	₹ 600/-

● **Bank Details**

Name of the Account	Mumbai Educational Trust Institute of Management.
Bank Name	Axis Bank Ltd
Branch	Bandra Reclamation
Account Number	910010035706578
IFSC Code	UTIB0001051
MICR Code	400211073

● **Important Dates**

Extended Abstract or Full Paper Submission	20 th March 2025
Notification of Acceptance / Rejection	22 nd March 2025
Final Paper Submission	25 th March 2025
Pre-Conference Workshop and Paper Presentation	4 th & 5 th April 2025

Submit your paper at
conference_iom@met.edu

Registration Link for the Conference
<https://forms.gle/WGw5vfG3ELgAFyPz7>

Guidelines for Full Paper Submission are available at
<https://bit.ly/3FEYyAs>

For any queries write us at conference_iom@met.edu

Key Highlights of the Conference

- Pre-conference workshop on Entrepreneurial Ecosystem .
- Eminent speakers from Industry and Academia.
- Special Track for online participants
- Special Track for students

Publication Opportunities:

- Selected papers will be published in Met Management Review (MMR) research journal, ISSN: 2394-4013.
- Conference Proceeding with ISBN Number

Chair and Co-Chair

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Organizing Committee (Under the aegis of IQAC, MET IOM)

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Ms. Arzoo Jaiswal
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Dr. Nitin Kulkarni
Associate Professor
Dr. Rohini Andhare
Assistant Professor
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Ms. Dharmishta Gala
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Associate Professor
Mr. Sandesh Akre
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Organizing Partners



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MET Institute of Management

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